

WHAT IS CLAIMED IS:

1. A method for analyzing product sales strategies using archived sales data, said method comprising the steps of:

importing a sales profile;

defining an analysis period;

calculating an adjusted weekly sale value based on said sales profile and said analysis period;

calculating an uplifted sale value based on a selected uplift percentage; and

calculating a profit based on said uplifted sale value and said adjusted weekly sale value.

2. The method of claim 1 further comprising the step of performing a risk analysis.

3. The method of claim 1 further comprising the step of archiving said adjusted weekly sale value.

4. The method of claim 2 wherein said step of performing a risk analysis comprises a step of performing a best case analysis.

5. The method of claim 2 wherein said step of performing a risk analysis comprises a step of performing a worst case analysis.

6. The method of claim 1 further comprising the steps of:  
formatting at least a part of the archived sales data into one or more text files;

formatting said text files into corresponding database files;  
formatting said database files into corresponding spreadsheet files; and  
displaying said spreadsheet files for a user.

7. The method of claim 6 wherein said text file comprises a spreadsheet.

8. The method of claim 6 wherein said text file comprises a hierarchy file listing products identified by product number.

9. The method of claim 8 wherein said step of formatting at least a part of the archived sales data into one or more text files comprises the steps of:

entering a class number and a class description;  
entering a subclass number and a subclass description;  
entering a style number and a style description;  
entering an option number and an option description; and  
entering a product identifier number and an identifier number description.

10. The method of claim 6 wherein said text file comprises an actuals file listing empirical figures for product sales.

11. The method of claim 10 wherein said step of formatting at least a part of the archived sales data into one or more text files comprises the steps of:

entering a week and a product identifier number;

entering pricing data;

entering stock on hand; and

entering commitment and sales units.

12. The method of claim 11 further comprising the step of entering a tax rate.

13. The method of claim 8 wherein at least one said database file comprises an Access database.

14. The method of claim 6 wherein at least one said spreadsheet file comprises an Excel database.

15. The method of claim 6 further comprising the step of validating the archived sales data to insure integrity of retrieved files prior to said step of formatting at least a part of the archived sales data into said one or more text files.

16. The method of claim 15 wherein said step of validating the archived sales data comprises the step of entering net cost prices.

17. The method of claim 15 wherein said step of validating the archived sales data comprises the step of entering original selling prices.

18. The method of claim 15 wherein said step of validating the archived sales data comprises the step of checking for new products.

19. The method of claim 15 wherein said step of validating the archived sales data comprises the step of checking file entries.

20. The method of claim 15 wherein said step of validating the archived sales data comprises the step of checking for new sales data.

21. A computer readable medium storing computer readable instructions that, when executed by one or more processors, cause one or more computers to perform the steps of:

importing a sales profile;

defining an analysis period;

calculating an adjusted weekly sale value based on said sales profile and  
said analysis period;  
calculating an uplifted sale value based on a selected uplift percentage; and  
calculating a profit based on said uplifted sale value and said adjusted  
weekly sale value.

22. A data processing system, comprising:

a processor;

memory storing computer readable instructions that, when executed by the  
processor, cause the data processing system to perform the steps of:

importing a sales profile;

defining an analysis period;

calculating an adjusted weekly sale value based on said sales profile and  
said analysis period;

calculating an uplifted sale value based on a selected uplift percentage; and

calculating a profit based on said uplifted sale value and said adjusted  
weekly sale value.